

ADVERTISING AND PUBLIC RELATIONS

Advertising and Public Relations focuses on the concepts and strategies associated with the dynamic and changing means of communication in order to promote products, services, ideas and/or images. This course encourages students to examine this field from the viewpoints of the creative staff, business person and consumer.

***Note1: Core courses: Marketing and Management I – Principles; Services Marketing; Retail Operations; Wholesale Operations; Financial Services Marketing**

Note 2: Standards to be completed for ½ credit are identified with one asterisk (*). Additional standards to be completed for 1 credit are identified with two asterisks (**). A paid, credit-generating work-based learning component is recommended for advanced students for up to 2 additional credits. This standard is identified by three asterisks ()**

Advertising and Public Relations



***STANDARD 1.0**

The student will analyze careers in advertising and public relations.

***STANDARD 2.0**

The student will relate the importance of advertising and public relations to the marketing mix.

***STANDARD 3.0**

The student will analyze trends in advertising and public relations.

***STANDARD 4.0**

The student will evaluate the ethical considerations, governmental regulations and global implications for advertising and public relations.

****STANDARD 5.0**

The student will assess the importance of marketing information management in advertising and public relations.

****STANDARD 6.0**

The student will identify and analyze the types of media available for advertising and public relations.

****STANDARD 7.0**

The student will evaluate factors affecting media costs.

***STANDARD 8.0**

The student will apply and relate other academic subject areas to advertising and public relations.

***STANDARD 9.0**

The student will apply organizational and leadership skills.

*****STANDARD 10.0**

The student will analyze how advertising and public relations principles are applied in a specific work-based learning experience.

Advertising & Public Relations

COURSE DESCRIPTION: Advertising and Public Relations is designed to develop an understanding of concepts and strategies needed to communicate information about products, services, ideas and/or images to achieve a desired outcome.

STANDARD 1.0

The student will analyze careers in advertising and public relations.

LEARNING EXPECTATIONS

The student will:

- 1.1 Identify careers in advertising and public relations.
- 1.2 Examine professional development resources.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 1.1 Analyzes career paths in advertising and public relations.
- 1.2 Identifies and analyzes sources of professional development.

INTEGRATION/LINKAGES

Language Arts, Social Studies, Psychology, Sociology, Computer Technology, SCANS, National Marketing Standards

SAMPLE PERFORMANCE TASKS

- Construct a career path and illustrate ways trends have affected that career. Include education, training required and income.
- Students will choose a career, prepare a "PowerPoint" or other computerized presentation, and present it to the class.
- Construct a listing of professional organizations, periodicals, workshops, classes, etc., in advertising and public relations.

STANDARD 2.0

The student will relate the importance of advertising and public relations to the marketing mix.

LEARNING EXPECTATIONS

The student will:

- 2.1 Examine the components of the promotional mix.
- 2.2 Appraise the impact of advertising and public relations on the elements of the marketing mix.
- 2.3 Examine the use of advertising and public relations by marketers.
- 2.4 Analyze advertising and public relations objectives as they relate to profitability and/or effectiveness.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 2.1 Distinguishes the components of promotional mix.
- 2.2 Evaluates the relationship of advertising and public relations to the marketing mix.
- 2.3 Analyzes the use of advertising and public relations in the marketing process.
- 2.4 Evaluates methods to measure the effectiveness of advertising and/or public relations.

INTEGRATION/LINKAGES

Language Arts, Business Education, Psychology, Art, SCANS, National Marketing Standards

SAMPLE PERFORMANCE TASKS

- Design an advertisement.
- Select examples illustrating types of advertising.
- Select and critique a public relations activity.

STANDARD 3.0

The student will analyze trends in advertising and public relations.

LEARNING EXPECTATIONS

The student will:

- 3.1 Examine past and current trends in advertising and public relations.
- 3.2 Analyze the technological applications for advertising and public relations.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 3.1 Analyzes effects of historical events in advertising and public relations.
- 3.2 Compares and contrasts the applications of technology to advertising and public relations.

INTEGRATION/LINKAGES

Language Arts, History, Business Education, SCANS, National Marketing Standards, Computer Science

SAMPLE PERFORMANCE TASKS

- Prepare a historical presentation depicting changes in a company's advertising.
- With another classmate, visit the Internet and evaluate the advertising according to the types of target markets of the advertisements, differences between advertisements on the Internet versus TV, readability, etc. Write a short report of the results.
- Design an advertising and public relations plan using current technology.

STANDARD 4.0

The student will evaluate the ethical considerations, government regulations and global implications for advertising and public relations.

LEARNING EXPECTATIONS

The student will:

- 4.1 Identify ethical considerations that should be used in advertising and public relations.
- 4.2 Examine government regulations that influence advertising and public relations.
- 4.3 Examine global differences and laws as to their effect on advertising and public relations.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 4.1 Examines how ethical standards affect decision-making in advertising and public relations.
- 4.2 Explains the effect of government regulations on advertising and public relations.
- 4.3 Compares and contrasts how advertising and public relations vary depending on the global environment.

INTEGRATION/LINKAGES

International Marketing, History, Language Arts, Business Education, Government, Psychology, Sociology, Business Law, Economics, Geography, SCANS, National Marketing Standards

SAMPLE PERFORMANCE TASKS

- Discuss the ethics of mailing lists. How are addresses obtained? Brainstorm for better ways.

STANDARD 5.0

The student will assess the importance of marketing information management in advertising and public relations.

LEARNING EXPECTATIONS

The student will:

- 5.1 Examine the methods of obtaining data.
- 5.2 Examine how marketing research is used.
- 5.3 Identify the steps of the research process.
- 5.4 Explain the impact of technology on the marketing research process.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 5.1 Compares and contrasts research methods.
- 5.2 Examines marketing research strategies utilized in advertising and public relations.
- 5.3 Analyzes the steps in conducting marketing research.
- 5.4 Appraises the effect of technology on advertising and public relations research.

INTEGRATION/LINKAGES

Language Arts, Mathematics, Computer Technology, Economics, Psychology, Sociology, SCANS, National Marketing Standards

SAMPLE PERFORMANCE TASKS

- Survey several sources of products or services, such as window displays, Internet malls, mail catalogs, or TV and newspaper advertisements to determine the target market. Create a list of 4 products and services and their target markets. Justify the listings.
- Formulate a market research plan.

STANDARD 6.0

The student will identify and analyze the types of media available for advertising and public relations.

LEARNING EXPECTATIONS

The student will:

- 6.1 Identify the types of media.
- 6.2 Explain the advantages and disadvantages of various types of media.
- 6.3 Examine criteria for selecting different forms of the promotional media.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

This student:

- 6.1 Analyzes types of media used by a company/organization.
- 6.2 Selects a media appropriate for a specific situation.
- 6.3 Demonstrates a media choice based on product, target market audience, and available media.

INTEGRATION/LINKAGES

SCANS, National Marketing Standards, Language Arts

SAMPLE PERFORMANCE TASKS

- Select a product and determine how promotional methods vary with each type of media chosen.
- Select and analyze types of media used by a specific company (i.e., Coca Cola).

STANDARD 7.0

The student will evaluate factors affecting media costs.

LEARNING EXPECTATIONS

The student will:

- 7.1 Analyze media costs.
- 7.2 Examine media costs and benefits of advertising.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 7.1 Calculates media costs.
- 7.2 Analyzes the cost effectiveness of different media.

INTEGRATION/LINKAGES

Mathematics, Accounting, SCANS, National Marketing Standards, Business Education, Economics

SAMPLE PERFORMANCE TASKS

- Create a promotional activities calendar and budget for a local business plan. Present the calendar and budget to the manager for feedback related to activities, costs, and effectiveness.
- Calculate media cost for advertising a particular product.

STANDARD 8.0

The student will apply and relate other academic subject areas to advertising and public relations.

LEARNING EXPECTATIONS

The student will:

Language Arts

- 8.1 Read and evaluate written work.
- 8.2 Speak and write standard English properly (including grammar usage, pronunciation, spelling, capitalization).
- 8.3 Participate in formal and informal presentations and discussions of issues and ideas.

Fine Arts

- 8.4 Relate visual arts and its relationship to advertising and public relations.

Social Studies

- 8.5 Use tools of social science engineering such as surveys and behavior analysis models.
- 8.6 Identify major elements of geographical studies and analysis and their relationships to changes in society and the environment.
- 8.7 Analyze issues and dilemmas facing various cultures.

Mathematics

- 8.8 Perform addition, subtraction, multiplication and division; other number sense, including numeration, estimation, data analysis.
- 8.9 Develop a spatial sense involving shapes, balance, and design.
- 8.10 Understand formulas related to measurement.
- 8.11 Use rates and other measurements.
- 8.12 Use algebraic expressions.
- 8.13 Understand and interpret real data.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

Language Arts

- 8.1 Evaluates a news release.
- 8.2 Prepares written copy and headlines.
- 8.3 Prepares and presents a promotional campaign using DECA's competitive event guidelines for Fashion Promotion Plan, Advertising Campaign Event, etc.

Fine Arts

- 8.4 Designs a print display/advertisement.

Social Sciences

- 8.5 Develops/evaluates display/advertisement.
- 8.6 Evaluates advertisements and public relations activities for reach and cultural impact.
- 8.7 Evaluates cultural impact on advertising and public relations.

Mathematics

- 8.8 Calculates promotional budget costs.
- 8.9 Designs an advertisement.
- 8.10 Calculates print media costs.
- 8.11 Calculates broadcast media costs.
- 8.12 Solves word problems involving open sentences.
- 8.13 Evaluates marketing research data.

INTEGRATION/LINKAGES

SCANS, National Marketing Education Standards, Social Studies, Mathematics, Language Arts, Foreign Language, Science

SAMPLE PERFORMANCE TASKS

- Prepare a printed advertisement for an upcoming school function.
- Prepare a promotional plan for an upcoming school function.

STANDARD 9.0

The student will apply organizational and leadership skills.

LEARNING EXPECTATIONS

The student will:

- 9.1 Demonstrate a knowledge of DECA.
- 9.2 Utilize critical thinking in decision-making situations.
- 9.3 Identify and develop personal characteristics needed in leadership situations.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 9.1 Relates his/her knowledge of DECA through a written or oral evaluation.
- 9.2 Solves problems utilizing role-play, team decision-making and DECA projects.
- 9.3 Accepts task/project responsibilities in the class or DECA activities.

INTEGRATION/LINKAGES

SCANS, National Marketing Education Standards, Marketing Education Advisory Committee, Chamber Partnerships, Language Arts, Speech, Mathematics, Business Communications

SAMPLE PERFORMANCE TASKS

- Join and participate in DECA.
- Make a passing score on an oral or written evaluation on DECA and leadership.
- Compete in regional, state, and national DECA competitive events.
- Run for state or national DECA officer.
- Participate in group projects.
- Organize a DECA project.

STANDARD 10.0

The student will analyze how advertising and public relations principles are applied in a specific work-based learning experience.

LEARNING EXPECTATIONS

The student will:

- 10.1 Apply principles of advertising and public relations to a work-based situation.
- 10.2 Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities.
- 10.3 Evaluate and apply principles of ethics as they relate to the work-based experience.
- 10.4 Employ the principles of safety to the work-based experience.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 10.1 Scores average or above on the employer performance evaluation.
- 10.2 Designs a plan to include his/her schedule of activities.
- 10.3 Records and assesses workplace events based on the ethical implications.
- 10.4a Makes a passing score on a class-based or work-based safety evaluation.
- 10.4b Applies safety rules and regulations to the work site.

INTEGRATION/LINKAGES

SCANS, National Marketing Education Standards, Community Employers, Language Arts, Mathematics, Science

SAMPLE PERFORMANCE TASKS

- Compose and maintain a journal that includes general work site experiences, time management planning, and evaluation of ethical behavior.
- Create a training manual for a new employee outlining the safety considerations for the job.
- Keep a report of wages and hours on the job.

SUGGESTED RESOURCES

National Retail Merchants Association
Area Chamber Partnerships
Vocational Advisory Committees
Marketing Essentials; Glencoe
Marketing Practices and Principles; Glencoe
Advertising Agencies
Advertising Planning and Techniques; Southwestern
"Why You Buy: How Ads Persuade" - Video - The Learning Seed, 1988
Looking Good in Print; Parker, Roger, Ventana Press, 1993
Phone Book - Yellow Pages
Newspapers
MarkEd Laps, CD Lap 1 & 2
MarkEd Laps 1, 2, 3, 4, 8, 9
MarkEd Laps, PR Lap 1-10
MarkEd Lap EC Lap 4
MarkEd Laps, IM Lap 5
MarkEd Lap, PR Lap 6
Career Competencies in Marketing; Glencoe
Advertising Age
Marketing in A Global Economy; Southwestern, Turner Bottoms, 1995
Marketing Foundations and Functions, Southwestern
Multimedia Occupational Outlook Handbook
Multimedia Career Cluster Inventory
Local Advertising Agency or Public Relations Firm
Local Radio and TV Stations
Federal Communications Commission
Internet
System Grammar Books
DECA Competitive Events
DECA Research Guide
National DECA
MarkEd – Marketing Education Resource Center
DECA Guide